

New Hampshire’s tourism promotions add up to success.
Reserve your advertising space today.

- The Division of Travel & Tourism Development will spend \$2.6 million promoting travel to and around New Hampshire this year.
- In a summer 2004 survey by the Institute of New Hampshire Studies, it was found that the *Travel Planner* influenced 60% of visitors in their decision to come to New Hampshire for vacation; www.visitnh.gov influenced between 40–50%.
- Of those respondents to the summer 2004 survey, 40% lived in New England and 27% in the Mid-Atlantic; areas targeted by the State with its marketing efforts.
- The State advertises, and features its website, publications and toll-free number
 - in popular magazines and travel guides including *Outside Magazine*, *Yankee Magazine*, *Yankee Travel Guide*, *Family Fun*, *Better Homes & Gardens*, *National Geographic Traveler*, *Travel & Leisure*, *AARP The Magazine* and *Country Home*.
 - online at yankeemagazine.com, nationalgeographic.com/traveler, aarpmagazine.org, travelandleisure.com, usaweekend.com and links from media sites.
 - in many domestic and international newspapers and newspaper inserts.
 - on television in major markets, on radio and through direct mail.
 - in targeted marketing efforts throughout the Northeast.
- New Hampshire hosted more than 27 million visitors in 2004 (39% in summer; 26% in fall; 20% in spring; 15% in winter).
- Travel and tourism is one of the state’s leading industries in terms of jobs and attracting dollars from out of state.



For advertising sales and information, contact

Glen Group, representing the Official New Hampshire publications and websites
PO Box 2838, 170 Kearsarge Street
North Conway, NH 03860
Office: 603-356-3030, Fax: 603-356-3991
Email: sales@glengroup.com
Web: www.glengrouppublications.com

Sven Cole: Sales for the Seacoast, Merrimack Valley, Monadnock & Dartmouth · Lake Sunapee Regions. Phone: 603-356-3030.

Stan Evans: Sales for the White Mountains, Great North Woods & Lakes Regions. Cell phone: 603-387-1854.

The Official New Hampshire 2006–2008
Travel Planner, Online Planner, www.visitnh.gov, E-Guide
Order Form—Side One

1. Complete both sides of this form—incomplete/unsigned forms will be returned.
2. Enclose all materials (copy/words, logo, photo) and payment with this insertion order.
3. All materials and payment due no later than **November 1, 2005**.
4. Date:_____

Please send my
ad proof via
☐ email (pdf file)
☐ fax ☐ mail

5. Information to appear in your ad	5a. Contact/Billing information
Business Name: _____	Contact Name: _____
Address: _____ _____	Business Name: _____
Town/Zip: _____	Address: _____ _____
Phone(s): _____	Town/Zip: _____
Fax: _____	Phone(s): _____
Web Address: _____	Fax: _____
Email: _____	Email: _____
Other: _____	Other: _____ _____
Region: _____	

6. Publication(s): Enclose **all** materials (copy, logo, photo) with this form.

A. Official New Hampshire Travel Planner Ad(s)—Premier tourism publication	Cost
1. AD SIZE_____ <input type="radio"/> REPEAT LAST YEAR'S AD <input type="radio"/> NEW AD ENCLOSED	\$ _____
2. AD SIZE_____ <input type="radio"/> REPEAT LAST YEAR'S AD <input type="radio"/> NEW AD ENCLOSED	\$ _____
3. AD SIZE_____ <input type="radio"/> REPEAT LAST YEAR'S AD <input type="radio"/> NEW AD ENCLOSED	\$ _____

B. www.visitnh.gov Ad(s)—Official tourism website	
1. AD SIZE_____ <input type="radio"/> REPEAT LAST YEAR'S AD <input type="radio"/> NEW AD ENCLOSED	\$ _____

D. Online Planner Ad(s)—A special section of www.visitnh.gov for Group, Meeting & Event Planners	
1. AD SIZE_____ <input type="radio"/> REPEAT LAST YEAR'S AD <input type="radio"/> NEW AD ENCLOSED	\$ _____

E. E-Guide Ad(s)—Seasonal New Hampshire email newsletter	
1. AD SIZE_____ <input type="radio"/> SPRING <input type="radio"/> SUMMER <input type="radio"/> FALL <input type="radio"/> WINTER <input type="radio"/> REPEAT LAST YEAR'S AD <input type="radio"/> NEW AD ENCLOSED	\$ _____

	Subtotal: \$ _____
Nonprofit organizations may place a FREE basic ad in <i>The Travel Planner</i> OR credit the cost of a basic ad toward a larger ad in the publication. A copy of a 501(c)3 must be filed with The Division of Travel & Tourism Development.	\$ _____
	Total Amount Due: \$ _____

Both new AND repeat advertisers must complete all relevant sections

7. Section Choice: What IS your business? Select only one.

The 2006-2008 Travel Planner will be broken up by section and then by categories, not by region; please choose which category you wish to advertise in:

State Info/Trip Planning

- ☐ accessible NH
- ☐ chambers of commerce
- ☐ meetings & conventions
- ☐ publications
- ☐ seasonal attractions
- ☐ signature/seasonal events
- ☐ transportation
- ☐ visitor information centers

Arts & Culture

- ☐ galleries
- ☐ historic sites & societies
- ☐ museums
- ☐ theaters

Attractions

- ☐ attractions

Dining

- ☐ dining

Shopping/Antiquing

- ☐ shopping/antiquing

Lodging

- ☐ bed & breakfasts
- ☐ cabins & cottages
- ☐ condos
- ☐ hotels
- ☐ inns
- ☐ motels
- ☐ real estate & seasonal rentals
- ☐ resorts

Outdoor Activities

- ☐ beaches & boating
- ☐ camping
- ☐ covered bridges
- ☐ golf
- ☐ hiking
- ☐ hunting & fishing
- ☐ outdoor adventures
- ☐ scenic drives
- ☐ state parks
- ☐ walking tours
- ☐ winter activities

8. Lodging & Dining Symbols: Only applicable for 1/8-page ads or smaller. Check all that apply.

- ☐ accessible facilities
- ☐ breakfast included
- ☐ fireplaces
- ☐ health-conscious menu alternatives
- ☐ indoor swimming
- ☐ internet access
- ☐ kitchenettes
- ☐ lounge
- ☐ major credit cards
- ☐ meeting facilities
- ☐ nonsmoking facilities
- ☐ pets allowed
- ☐ restaurant

9. Campground Symbols: Only applicable for 1/8-page ads or smaller. Check all that apply.

- ☐ dump station
- ☐ electricity
- ☐ firewood
- ☐ fishing
- ☐ ice
- ☐ lp gas
- ☐ laundry
- ☐ leashed pets
- ☐ play area
- ☐ sewage
- ☐ shower
- ☐ store
- ☐ swimming
- ☐ water

10. www.visitnh.gov Categories: What IS your business? Please indicate.

- ☐ agricultural fairs
- ☐ beaches & water fun
- ☐ bed & breakfasts
- ☐ biking
- ☐ boating & marinas
- ☐ cabins & cottages
- ☐ camping
- ☐ chambers of commerce
- ☐ condos/vacation rentals
- ☐ country inns
- ☐ dining
- ☐ equestrian
- ☐ family attractions
- ☐ galleries
- ☐ golf
- ☐ hiking & climbing
- ☐ historic sites/societies
- ☐ hotels
- ☐ hunting & fishing
- ☐ motels
- ☐ museums
- ☐ NH-made products
- ☐ winter activities
- ☐ outfitters, guides & tours
- ☐ real estate
- ☐ resorts
- ☐ science & nature
- ☐ shopping & antiques
- ☐ skiing & snowboarding
- ☐ spas
- ☐ sporting events
- ☐ summer camps
- ☐ theaters
- ☐ transportation
- ☐ visitor information centers
- ☐ walking tours
- ☐ wildlife watching

10a. For lodging properties: Add a “Book It” button to your visitnh.gov ad for FREE. Please fill in the following.

Central Reservations Service: _____ (i.e. WorldRes.com)

ID# or Property Code: _____

11. Deadline: Insertion order, all materials and payment are due no later than November 1, 2005.

12. Send order form, ad materials and payment to The Official New Hampshire Publications, c/o Glen Group, PO Box 2838, 170 Kearsarge St., North Conway, NH 03860. Fax 603-356-3991. Email sales@glengroup.com.

13. Payment: Check one.

- ☐ Enclosed is a check for the total amount made payable to Glen Group, Inc.
- ☐ Charge my VISA/MasterCard (AMEX not accepted).

Number: _____ Exp. Date: _____

Name of cardholder: _____

Signature of cardholder: _____

14. Questions? To contact your sales representative, call: Sven Cole: Sales for the Seacoast, Merrimack Valley, Monadnock & Dartmouth ·Lake Sunapee Regions. Phone: 603-356-3030. Or Stan Evans: Sales for the White Mountains, Great North Woods & Lakes Regions. Cell phone: 603-387-1854. Or email us at sales@glengroup.com.

15. Advertiser Signature: _____ Date: _____

Notes/Copy Changes: _____

Publisher cannot guarantee position or format of any ad. See sales materials for additional policies.

Publication Deadlines for Insertion Order & Materials

November 1, 2005	2006–2008 Official New Hampshire Travel Planner
February 1, 2006 through February 1, 2007	Contract year for www.visitnh.gov and Online Planner, with pro-rated rates available for earlier submission
February 15, 2006	Spring E-Guide
May 1, 2006	Summer E-Guide
August 1, 2006	Fall E-Guide
November 1, 2006	Winter E-Guide

General policies for all publications

Ad Position & Placement:

Publisher cannot guarantee position or format of any ad • The back cover, inside covers and premium pages of *The Official New Hampshire Travel Planner* are sold on a first-come, first-served basis • The banner ads on the *E-Guides* are sold on a first-come, first-served basis • The tile ads on www.visitnh.gov are sold on a first-come, first-served basis and/or will rotate based upon number of tile ads purchased.

Ad Quality:

Subject matter, size, wording and photography of all advertising is subject to the approval of The New Hampshire Division of Travel & Tourism Development before or after acceptance for publication.

Payment Plan:

ALL ads must be paid in full no later than February 24, 2006. There will be a 10% discount to those who pay in full by September 1st, and a 5% discount to those who pay in full by October 15th. If your ad is not paid in full by the deadline, you will either be pulled from the publication or your ad will be downsized to a size comparable to what has been paid to date. Payment plans will be set up by the sales representatives. Please contact your regions representative for more information or email sales@glengroup.com.

Photography:

All artwork for *The Official New Hampshire Travel Planner*—images and logos—must be high resolution (300 dpi) and either 1-color (black) or 4-color (CMYK) and should be in TIF, JPG or EPS format.

Images can be sent to Glen Group by any of the following avenues:

A. On a Mac-formatted Zip, Jazz or CD Rom.

B. Emailed to sales@glengroup.com.

C. Uploaded through www.glengrouppublications.com. Please indicate “Send to Sales Department” as well as which publication your artwork is to be used for.

D. Sent as a 35 mm slide or high-quality color print.

Ad Proofs:

Ad proofs will be provided to advertisers for all *Official New Hampshire Travel Planner* and *E-Guide* advertisements. Ad proofs will be emailed, mailed or faxed to each advertiser for approval. Only two rounds of corrections are allowed, after which an additional \$75 charge per round of corrections will be invoiced to the advertiser. Any unsigned ad proofs or ad proofs that are not returned within the time specified on the proof form will be removed from the publications and subject to a \$100 charge.

The final responsibility for accuracy within all advertisements is the sole responsibility of the advertiser.

Opportunities:

The publisher welcomes input from advertisers as to how these publications can work better for them. Other advertising opportunities such as bulk space purchases, inserts and special positions are available upon request, but limited, and subject to approval by The New Hampshire Division of Travel & Tourism Development.

Publication Copies:

After publication, every advertiser is mailed a copy. If you have guests who would like a copy, please suggest they visit www.visitnh.gov or call 1-800-FUN-IN-NH.

Commission:

Rates are not agency commissionable.

Questions?

Please contact your Sales Representative:

Sven Cole: Sales for the Seacoast, Merrimack Valley, Monadnock & Dartmouth ·Lake Sunapee Regions. Cell: 603-662-7507.

Stan Evans: Sales for the White Mountains, Great North Woods & Lakes Regions. Cell: 603-387-1854.

Or fax us at 603-356-3991 or email us at sales@glengroup.com.

The 2006–2008 Official New Hampshire Travel Planner

Deadline: November 1, 2005

Pricing:

Ad Size	Ad Cost*	Words	Photos	Logo
Full Page	\$8,041	200	4	1
3/4 Page	\$5,755	150	3	0
1/2 Page	\$4,123	135	2	0
1/4 Page	\$2,797	100	1	0
1/8 Page	\$1,641	65	1	1
Expanded Listing w/ Logo	\$765	50	0	1
Basic Listing	\$425	25	0	0
NH Store	\$808	40	1	0
Mtg. & Conv. Grid	\$247	0	0	0
Inside Front Cover	\$9,537	200	4	1
Inside Back Cover	\$9,537	200	4	1
Back Cover	\$10,999	200	4	1
Premium Position Pages	\$9,036	200	4	1
Sponsor Logo	\$1,700	25	0	1

The Division of Travel & Tourism Development distributes

The Official New Hampshire Travel Planner as their sole fulfillment vehicle to promote New Hampshire to visitors and travelers.

It will be direct mailed to all those interested in New Hampshire, and will also be available at Welcome & Information Centers and chambers of commerce throughout the state.

The Official New Hampshire Travel Planner is also backed by The Division of Travel & Tourism Development's \$2.6 million advertising campaign.

**All Travel Planner pricing includes production costs and is based on a 2-year period and 300,000 copies.*

www.visitnh.gov

Deadline:

Contract year for www.visitnh.gov runs from **Feb. 1, 2006 through Feb. 1, 2007** with pro-rated rates available. Ads cannot be purchased on a month-to-month basis. All ads are contracted for a 12-month period and pro-rated for additional months.

www.visitnh.gov Pricing:

Ad Size	Details	Ad Cost*
1. Full Page	300 words, 4 photos, 1 logo and link to website	\$850
2. Expanded with Photo	50 words, 1 photo OR logo and link to website	\$425
3. Basic with Link	10 words and link to website	\$165
4. Level 1 Tile Ad		\$2,500
Includes 1) Tile Ad on 1 specified Interior Page in upper section of page (104 x 78 pixels) and 2) Expanded ad w/ Photo (business name, address, phone, web, email, 1 photo and 50 words of copy describing your business) on any interior Category Section specified.		
5. Level 2 Tile Ad		\$4,500
Includes 1) Rollover Tile Ad on Home Page—main tile ad image with scenic photo and your logo, created by Glen Group; rollover tile ad image is unformatted (179 x 76 pixels)—and 2) Expanded ad w/ Photo (business name, address, phone, web, email, 1 photo and 50 words of copy describing your business) on any interior Category Section specified.		

**All www.visitnh.gov pricing includes production costs.*

Full & Premium Pages



3/4 Page



1/2 Page



1/4 Page



1/8 Page



Expanded with Logo



Basic



NH Store



Materials:

The Travel Planner is a formatted publication; submission of completed ads is not necessary as all ads are created by Glen Group to conform with the publication's format. All *Travel Planner* pricing includes production costs.

Copy/Words:

Copy count includes all words except your business name, address, phone and fax number(s), website and email address, and relevant symbols. If you exceed the number of allowed words for your ad size, your copy will be edited. Please email, mail or fax typed copy.

Photography:

All artwork—images and logos—are to be high resolution (300 dpi) and either 1-color (black) or 4-color (CMYK).

All artwork—images and logos—should be in TIF, JPG or EPS format.

NOTE: Images CANNOT be taken directly from the advertiser's website for use in *Travel Planner* ads as the resolution is not high enough.

Sample View of www.visitnh.gov Ads



Full Page Pop Out Window



Expanded w/ Photo Pop Out Window



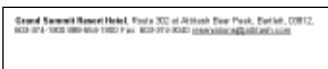
Level 1 Tile Ad (104 x 78 pixels)



Level 2 Tile Ad (both are 179 x 76 pixels)
Main View Rollover View



Basic with Link



Details & Placement:

All ads include a link to advertiser's website.

Ads will be placed on www.visitnh.gov: **A.** By Category and **B.** By Region

All advertisements will be organized within the categories first by ad size and then alphabetically.

Materials:

All materials and payment are due with your insertion order. No ads will be uploaded to www.visitnh.gov until payment and materials are received in full.

Copy/Words:

Copy/words must be enclosed with your order form. Copy count includes all words except your business name, address, phone and fax number(s), website and email address. If you exceed the number of allowed words for your ad size, your copy will be edited. Please email, mail or fax typed copy.

Photography:

All artwork—images and logos—must be at least 72 dpi and either 1-color (black) or 4-color (CMYK).

All artwork—images and logos—should be in TIF, JPG or EPS format.

NOTE: Images for advertisements on www.visitnh.gov can be taken directly from the advertiser's website, but these same images CANNOT be used in *Travel Planner* advertisements as the resolution is not high enough.

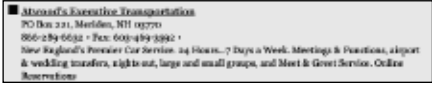
Online Planner—A special section of www.visitnh.gov for Group, Meeting and Event Planners

Deadline:
Contract year for www.visitnh.gov runs from **Feb. 1, 2006 through Feb. 1, 2007** with pro-rated rates available. Ads cannot be purchased on a month-to-month basis. All ads are contracted for a 12-month period and pro-rated for additional months.


Pricing:		
Ad Size	Details	Ad Cost*
1. Service Directory	20 words of copy & link to website; dedicated section sorted by category	\$250
2. Enhanced Service Directory	Logo , 20 words of copy & link to website; dedicated section sorted by category	\$300
3. Grid Listing	Listing with link, in Accommodations, Attractions, Dining or Meeting Facilities Grid	\$165
4. Grid Listing with Detail Ad	Grid Listing plus pop-out ad w/ 2 photos, 1 logo, 100 words of copy & online RFP	\$395
5. Tile Ad on Online Planner Home Page	Tile ad (104 x 78 pixels) on Online Planner Home Page	\$2,500
6. Tile Ad on Online Planner Interior Page	Tile ad (104 x 78 pixels) on Online Planner Interior Page	\$1,500

*All Online Planner pricing includes production costs.

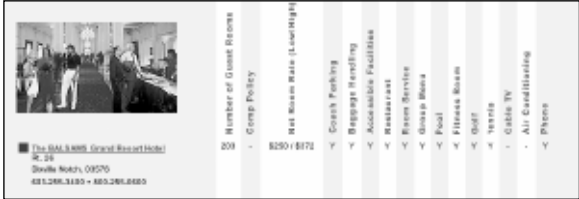
Service Directory




Enhanced Service Directory




Grid Listing



Tile Ad (104 x 78 pixels)



Detail Ad with Online RFP



Details & Placement:
All ads include a link to advertiser’s website.

Materials:
All materials and payment are due with your insertion order. No ads will be uploaded until payment and materials are received in full.

Copy/Words:
Copy/words must be enclosed with your order form. Copy count includes all words except your business name, address, phone and fax number(s), website and email address. If you exceed the number of allowed words for your ad size, your copy will be edited. Please email, mail or fax typed copy.

Photography:
All artwork—images and logos—must be at least 72 dpi and either 1-color (black) or 4-color (CMYK).
All artwork—images and logos—should be in TIF, JPG or EPS format.
NOTE: Images for advertisements on the Online Planner can be taken directly from the advertiser’s website, but these same images CANNOT be used in *Travel Planner* advertisements as the resolution is not high enough.

The Official New Hampshire E-Guide

Deadlines:
February 15 for Spring E-Guide.
May 1 for Summer E-Guide.
August 1 for Fall E-Guide.
November 1 for Winter E-Guide.

E-Guide Pricing:		
Ad Size	Details	Ad Cost*
Banner Ad	468 x 60 pixels	\$500
Additional Production Cost	If ad is produced by Glen Group	\$100

*Ad cost based upon advertisements. If ad is to be produced by Glen Group, the additional \$100 Production Cost applies.
All advertiser-supplied advertisements are subject to the approval of The New Hampshire Division of Travel & Tourism Development.

Banner Ad (468 x 60 pixels)



Details:
All ads include a link to advertiser’s website.

Materials:
All materials and payment are due with your insertion order. No ads will be produced or placed on the E-Guide until payment and materials are received in full.

Ads to be supplied by advertiser in a completed format **OR** created by Glen Group at the additional \$100 production charge.
All advertiser-supplied advertisements are subject to approval by The New Hampshire Division of Travel & Tourism Development.

Photography:
All artwork—images and logos—should be in TIF, JPG or EPS format.
Completed Banner ads should be at least 72 dpi.